

Facebook & Twitter

Week 6 – Feb. 13

UW Social Media Certificate

Winter 2013

Agenda

- Housekeeping – what's due?
- CMP update
- Minute papers
- How Facebook works
- Insights
- Facebook Ads
- Twitter for media relations

Housekeeping

- **What's due:**
 - Simply Measured assignment – next week (2/20)
 - Facebook Ads assignment – due week 8 (2/27)
 - Final project/group presentation – week 10 (3/13)
- Assignment details on PPTs; will also post to the course wiki.
- Push back spring class one week, starting April 3 & ending June 5. Your call...
- Promote WOMMfest in your social networks, giving value to your fans and followers.

CMP update



Facebook group report

A screenshot of a Facebook post from the 'UW Social Media Class' group. The post is dated February 5 and features a link titled 'Do you agree? Is Facebook indispensable?'. The link preview shows an image of a person walking a tightrope and text from 'sproutsocial.com' stating 'Why Facebook Is Still the Most Important Network for Brands'. The post has 44 likes and 23 comments. The Facebook interface shows the group's cover photo (a night cityscape), profile picture (a 'W social | media' logo), and navigation tabs (About, Photos, Likes, SurveyMonkey, Poll).

W social | media **UW Social Media Class** shared a link.
February 5

Do you agree? Is Facebook indispensable?

Why Facebook Is Still the Most Important Network for Brands
sproutsocial.com

Facebook is still holding onto its crown as king of social media and is the best place for your company to devote at least

Like · Comment · Share

2 people like this.

Community
Team Facebook, a group of the UW Social Media Certificate program

About Photos Likes SurveyMonkey Poll

Minute papers

- One thing I do think is important, I don't think it's enough to say "Like us on Facebook" you have to indicate what great thing they'll get from liking you—e.g., "Like us on Facebook to get special offers" or something like that.
- This is all about retention. Whereas the social properties typically aren't targeted as acquisition or retention vehicles, [they] may provide relevant news and the latest info about new products/services – important to both new and existing customers. In the direct email, it would be important to reference these properties to go to for news and updates.
- I think that is beginning to shift as social media is now becoming our first stop for news updates and communication over email. I see social media being the driving force that gains a followership of those who then will be the openers of the direct email.

Facebook (sigh)



How idiots think Facebook works



Lyk dis if u r agenst thirsty ppl xDD



**YOU POSTED ON FACEBOOK
ABOUT KONY 2012?**

**TELL ME MORE ABOUT HOW YOU'VE
ALWAYS CARED ABOUT THE UGANDAN
KIDS**

How Facebook works

- There are three ways to share content on Facebook.
- One of those ways is 3X more effective.
- Pictures can get you more visibility, which can get you more clicks. Rinse and repeat.
- Clicks are everything on Facebook.



How Facebook works



King County, WA

http://kingcounty.gov/transportation/kcdot/NewsCenter/NewsReleases/2012/November/nr111612_winterpreps.aspx



Nov. 16: King County road crews prepped for winter
kingcounty.gov

A transportation-related Web page.

Like • Comment • Share • November 21 •

- **Example 1:** Standard cut and paste with only the link and no customization.
- This is the least effective way to share content on Facebook.

How Facebook works



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http://kingcounty.gov/transportation/kcdot/NewsCenter/NewsReleases/2012/November/nr111612_winterpreps.aspx



Nov. 16: King County road crews prepped for winter
kingcounty.gov

A transportation-related Web page.

Like • Comment • Share • November 21 •



King County, WA

King County road crews are prepped for storm season.
Here's what you need to know.



King County road crews prepped for winter
kingcounty.gov

Now that we've seen the first widespread frost of the season, it's time to get ready for snow.

Like • Comment • Share • November 21 •

- **Example 1:** Standard cut and paste with only the link and no customization.
- This is the least effective way to share content on Facebook.
- **Example 2:** Clear status update with custom headlines in the link box.
- **Widely used, but still not the ideal way to share.**

How Facebook works



King County, WA

http://kingcounty.gov/transportation/kcdot/NewsCenter/NewsReleases/2012/November/nr111612_winterpreps.aspx



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- **Example 2:**
→ Custom copy (100-200 characters)

How Facebook works



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kingcounty.gov

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Like · Comment · Share · November 21 ·

- **Example 2:**
 - Custom copy (100-200 characters)
 - Custom headline (make it count)

How Facebook works



- **Example 1:** Standard cut and paste with only the link and no customization.
- This is the least effective way to share content on Facebook.



- **Example 2:**
 - Custom copy (100-200 characters)
 - Custom headline (make it count)
 - Custom description (usually the first sentence)

How Facebook works



King County, WA

Winter is coming. King County road crews are prepped for storm season. Here's what you need to know: <http://1.usa.gov/10egHYC>



Like · Comment · Share · November 21 · 🌐

- **Example 3:** Share a compelling photo instead of a link.
- Why?
- Because thumbnail images and links are hard to see, and Facebook knows fewer people will click on it.
- Photos = 3X more visibility.

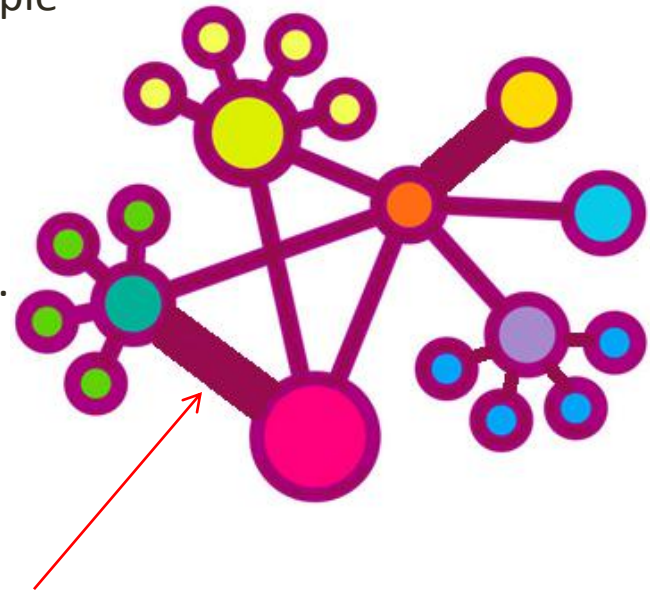
How Facebook works



- **Example 3:** Share a compelling photo instead of a link.
- Why?
- Because thumbnail images and links are hard to see, and Facebook knows fewer people will click on it.
- Photos = 3X more visibility.
- Include a shortened URL (Bitly) so fans can still get the info they need.

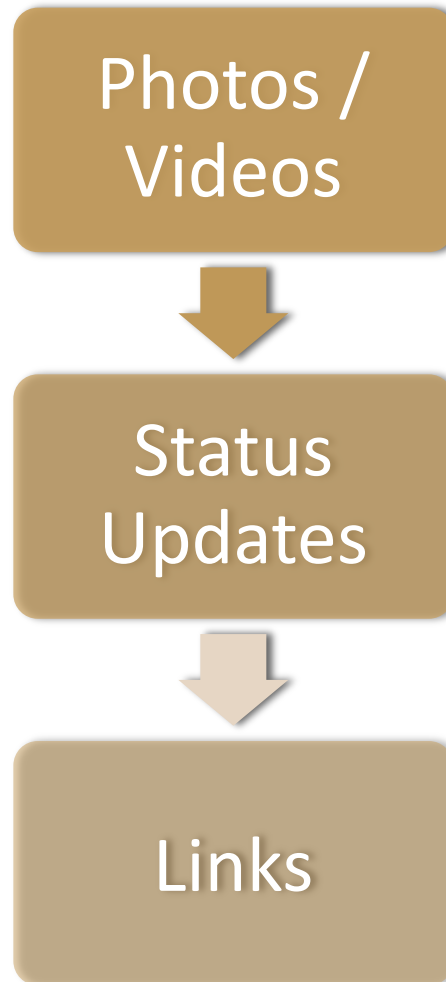
Understanding EdgeRank

- **EdgeRank is Facebook's most important feature**
 - Algorithm that determines what content people see in their News Feed.
 - Not every fan sees every post (just 15% see the content we share).
 - Facebook will show ONLY what it feels people will actually click on.
- **It's all about getting clicks!**
 - EdgeRank increases with each interaction.
 - Stronger EdgeRank with fans means more visibility for your content.
 - This is true for personal relationships as well as fan pages.



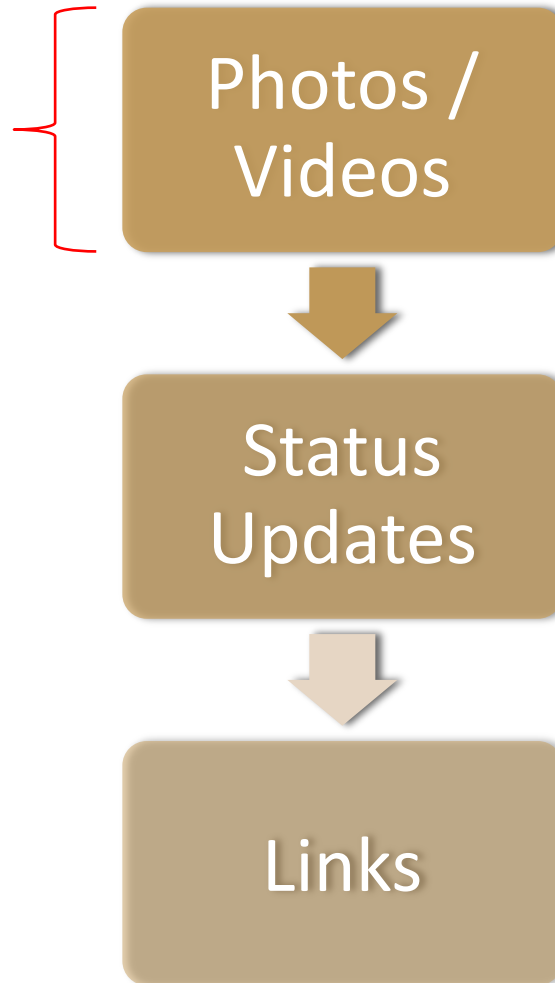
Stronger EdgeRank means more content gets seen by fans!

How EdgeRank weights posts



How EdgeRank weights posts

These get prioritized in fans' News Feeds.



How EdgeRank weights posts

These get prioritized in fans' News Feeds.



Photos /
Videos

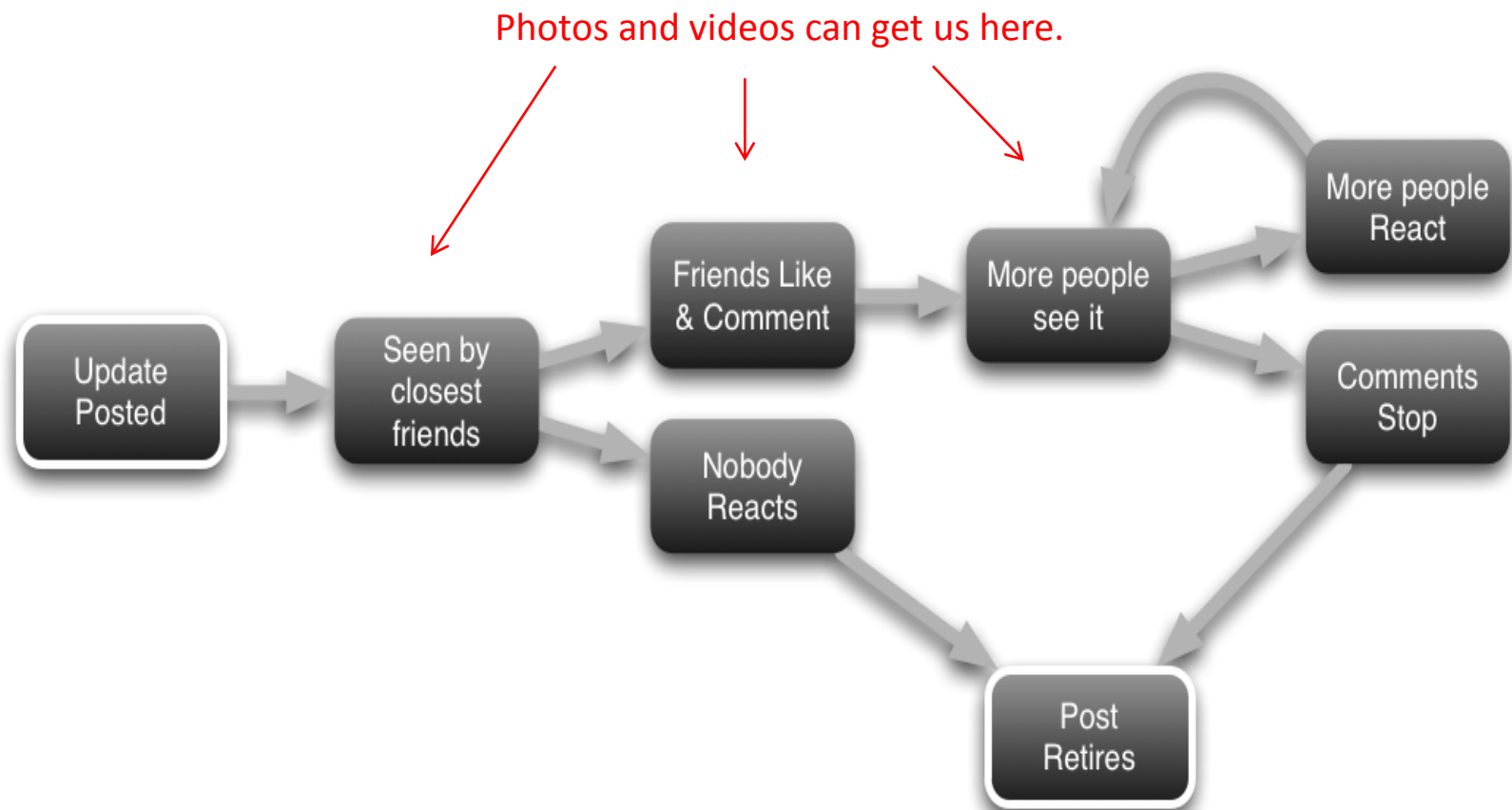
Status
Updates

Links

These do not.

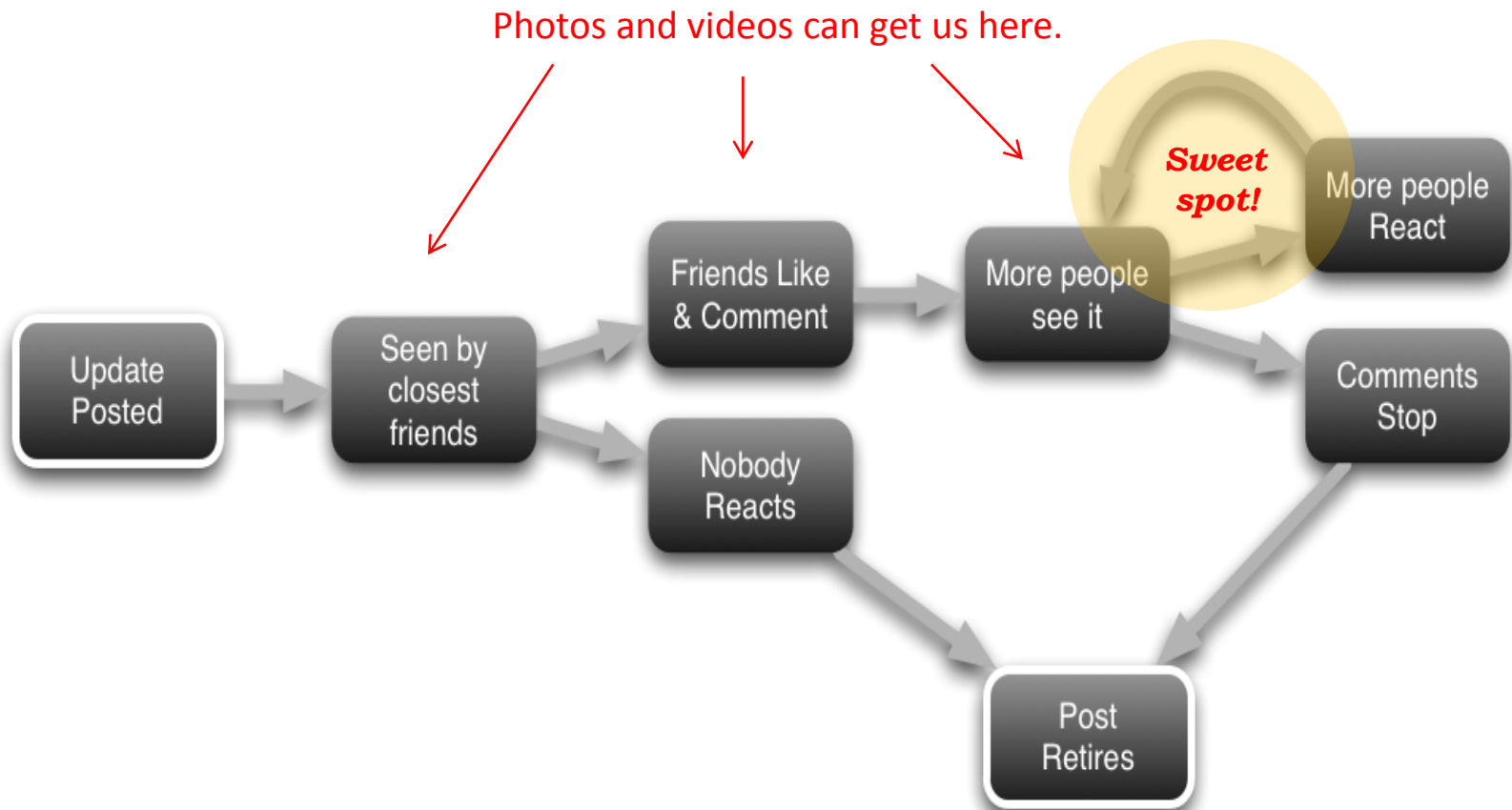
Show, don't tell

Facebook doesn't care what we have to say. It only cares what we have to show.



Show, don't tell

Facebook doesn't care what we have to say. It only cares what we have to show.



Sharing pictures on Facebook

- Photos can tell stories, and they entertain without demanding too much of the viewer.
- People may forget the words you share in a post, but they will carry the visual in their heads long after they see it.
- Don't just post pictures of your brand—post pictures of how people connect with your brand.



Examples



Examples

 **King County, WA**
December 26, 2012

Year in review highlights include:

* Hosted the 2nd annual King County Executive's Small Business Awards at Meydenbauer Center, honoring local businesses that create jobs and contribute to our regional economy, such as Molly Moon's Homemade Ice Cream.



 **King County, WA**
December 17, 2012

Text-to-9-1-1 service will soon be available in King County. All of the 9-1-1 centers throughout the county already have the equipment necessary to receive texts, and they will be ready to do so as soon as wireless carriers offer service.

Details: <http://1.usa.gov/TWuPAx>



Examples



Year in review highlights include:

- * Hosted the 2nd annual King County Executive Awards at Meydenbauer Center, honoring businesses that create jobs and contribute to our region. Moon's Homemade Ice Cream.



@mollymoon
molly moon neitzel

We're the King County Executive Small Business of the Year! Yay! Hoo!



King County Pets - Regional Animal Shelter

December 31, 2012

WE DID IT! With just six minutes to spare, RASKC adopted our 2,500th pet in 2012. Laura Grieve went home with Gaston, a six-year-old male cat, just before the Pet Adoption Center closed tonight.

Best of luck to Laura and Gaston, and we hope for more "happy tails" in 2013!

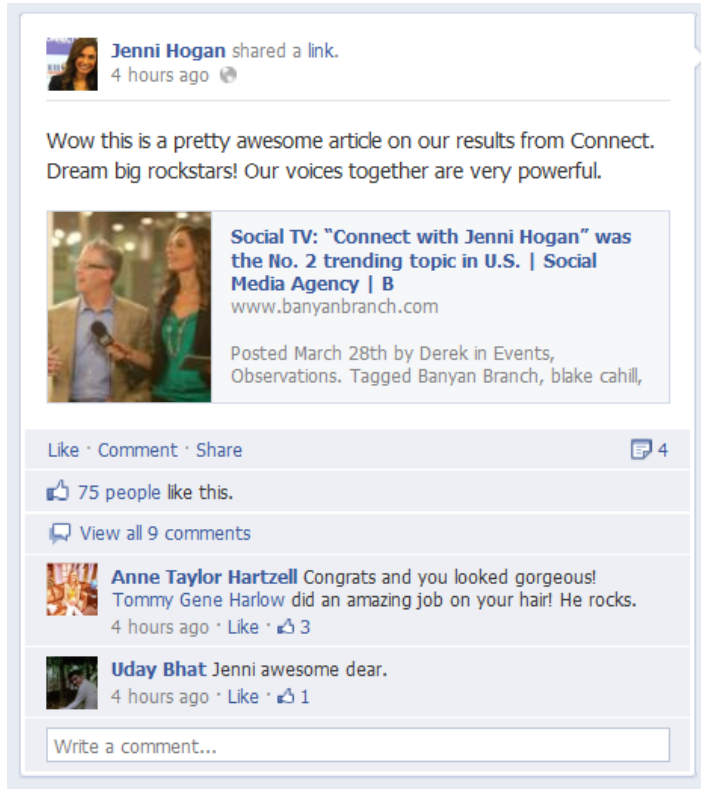


able in King County. All of
already have the
and they will be ready to do
vice.




Links vs. pictures


- Links look like this.
- That's not good enough to catch people's attention.



Links vs. pictures

 **Jenni Hogan** shared a link.
4 hours ago

Wow this is a pretty awesome article on our results from Connect. Dream big rockstars! Our voices together are very powerful.


 **Social TV: "Connect with Jenni Hogan" was the No. 2 trending topic in U.S. | Social Media Agency | B**
www.banyanbranch.com


Posted March 28th by Derek in Events, Observations. Tagged Banyan Branch, blake cahill,

Like · Comment · Share 4

75 people like this.

View all 9 comments

 **Anne Taylor Hartzell** Congrats and you looked gorgeous! Tommy Gene Harlow did an amazing job on your hair! He rocks.
4 hours ago · Like · 3

 **Uday Bhat** Jenni awesome dear.
4 hours ago · Like · 1

Write a comment...



 **Banyan Branch**
19 minutes ago

'Connect with Jenni Hogan' was the No. 2 trending topic in the U.S. We are proud to have hosted the event, and proud of Jenni for a job well done. Are you ready for Social TV?

Read our Banyan blog post: <http://bit.ly/GZydne>



Status updates vs. pictures



- Text-only posts aren't that compelling, either.

Status updates vs. pictures



I-Net 2 Project

February 2, 2012

More exciting news, is that King County Library System is the first partner to migrate traffic to the newly installed very-high-speed appliance (10Gig) aggregating traffic at their Service Center. A second 10Gig aggregation appliance is being built to meet their need for redundancy.

Like · Comment

2 people like this.



I-Net 2 Project

February 2, 2012

More exciting news: King County Library System is the first I-Net 2 partner to migrate traffic to the newly installed very-high-speed appliance (10Gig) aggregating traffic at their Service Center.

A second 10Gig aggregation appliance is being built to meet their need for redundancy.



Where to find pictures

- Take pictures yourself. *(It's the smartphone era, after all.)*
- [Flickr Commons](#)—always credit the source.
- [Wikimedia Commons](#)—always credit the source.
- Stock photo sites, such as [iStock](#) and [Getty Images](#). *(iStock is cheap, and Getty has a royalty free option)*
- My favorite is [FreeDigitalPhotos.net](#)—always credit the source.



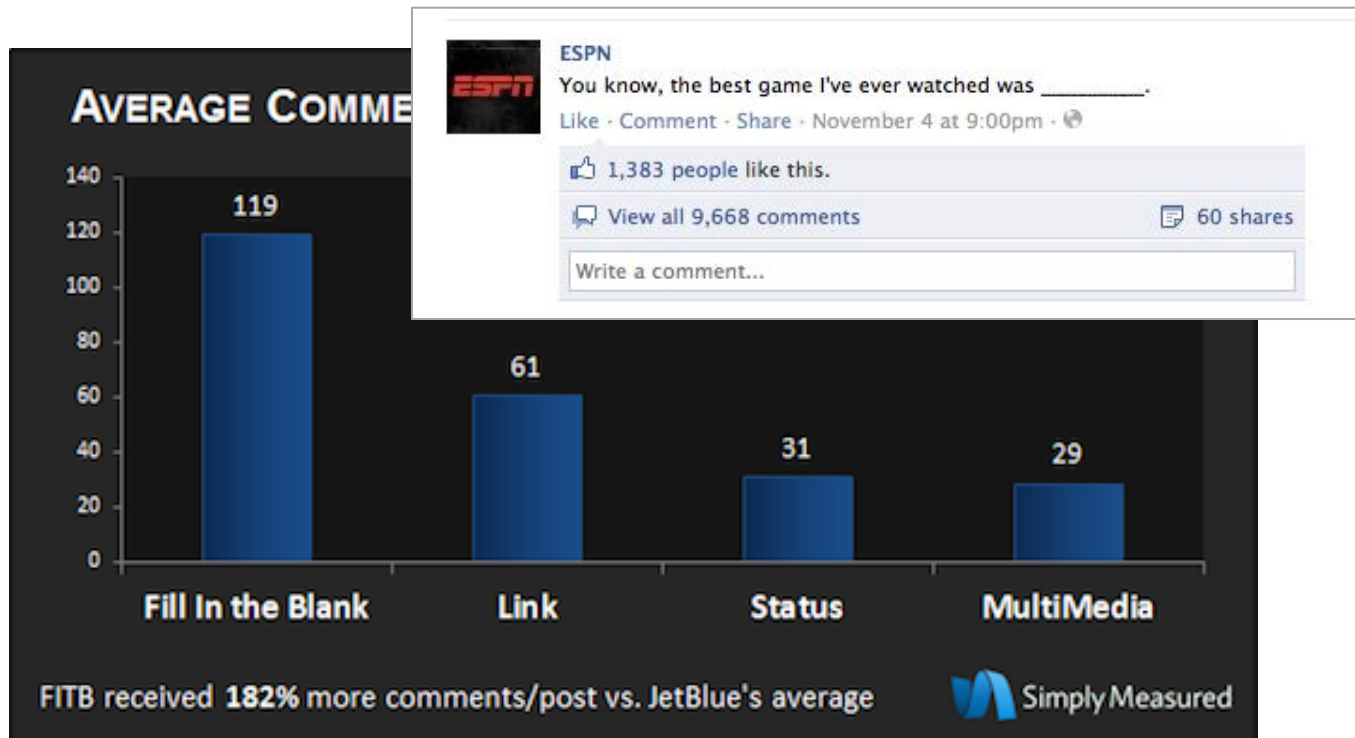
Adding text to pictures



- PicFont.com (*this tool place text on top of images*)
- Microsoft Paint
- PowerPoint

Getting engagement

- Fill-in-the-blanks
- Did you know?
- Be timely
- Caption this
- Fun facts
- Share exclusive info
- Ask questions
- Quotes
- Reward your fans



Promotions and contests

- All promotions must be managed through a third-party app.
- Must not use Facebook features or functionality (likes, comments, videos, photos) as a promotion's registration or entry mechanism.
 - For example, liking a page or checking in to a place cannot automatically register or enter a promotion participant.
 - Similarly, requiring someone to share a post or photo in order to enter a promotion is not allowed.
- Facebook features and functionality (i.e. likes) can't be used as a voting mechanism in a promotion.

Facebook Insights



Facebook Insights

- Basic analytics convey health of the page.
- Learn who your audience is.
- Identify trends in popular post types, demographic shifts and people “talking about this.”
- Understand the relationship between organic, viral and paid reach—strike the right balance.

Insights glossary

- **Talking About This** – Total number of people that engage with your page. Includes liking your page, commenting on, sharing or liking a post, answering a question you've asked, tagging your page, etc.
- **Friends of Fans** – Friends of all your fans combined.
- **Reach** – The number of people who have seen content associated with your page (this includes ads).
- **Virality** – The percentage of people who saw a story from your page and “talked about it.” (*Reach / Talking About This*)

Facebook Ads



Facebook Ads


- Leverage social graphs and personal recommendations to reach your target audience.
- Easy to measure impact and outcomes.
- Ads build on themselves, especially when used together.
- Be patient and flexible early on, testing ads and ramping up the better performing ads later on.
- **Three types of ads:**
 - *Standard*—Get more likes via targeted audience.
 - *Sponsored Stories*—Reach friends of fans to drive clicks.
 - *Promoted Posts*—Boost visibility of your content.

Standard Ads

- Shown in right column.
- Allows for the most customization and control.
- Users can become fans directly from ads.
- Names of friends who 'Like' the page also appear.
- These are 2X more personally appealing and relevant.
- CPC or CPM

Ad Preview

Providence - Mill Creek



Mill Creek residents love our clinic. Join YOUR local Providence Medical Group community!

You like
Providence Medical Group Northwest Washington

Audience

6,740 people

- who live in the United States
- who live in Mill Creek, WA
- between the ages of 25 and 54 inclusive

Suggested Bid

\$0.46–\$1.00 USD

Sponsored Stories



- Uses your page's content to generate the ads.
- Content is seamlessly integrated into people's Facebook experience, so word of mouth marketing occurs organically.
- Cost varies, but is based on impressions.

Promoted Posts



- The only guaranteed way to extend the reach of existing content.
- Facebook posts only reach 15% of people. Promotions kick in after organic reach has peaked. **Reaches your current fans only!**
- Cost varies, but is based on impressions.

Setting your budget

- Daily vs. lifetime.
- Never pay more than your allotted budget.
- Instead of paying \$100 on one ad, spend \$20 on five, then choose to keep the top performing ads only.



Designing your ad

Title (25 characters)

Links to Page on Facebook

Title should match the name of Page

Image or Video Thumbnail

(110x80 px)

Links to Page on Facebook

Like

people like [your brand]



A Facebook advertisement for Ben & Jerry's. The ad features the brand name "Ben & Jerry's" at the top. Below it is a square image of a cow's head with the Ben & Jerry's logo. To the right of the image is a block of text. Below the image and text is a line indicating the number of likes, followed by a "Like" button with a thumbs-up icon.

Ben & Jerry's

Every flavor creation is a tongue-teasing treat. So what are you waiting for? Grab your favorite pint and fill your life with yum!

1,749,031 people like Ben & Jerry's.

Like

Body Copy

(135 characters)

Choosing your ad image

FIAT USA



"Like" FIAT? Make it official.

👍 Like · 275,677 people like this.



Cooper Tire



Win new tires! Like Cooper Tire!

👍 Like · 37,622 people like this.



EVS Motors



EVS Motors Performance Studio We offer a wide range of services and products for your fine automobile. Call us today 713-588-2308

👍 Like · 3,933 people like this.



Designing your ad

→ Your fan page or external URL.

Destination: The Auto Gallery Porsche [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?] } Choose your type of ad.

Destination Tab: Default [?]

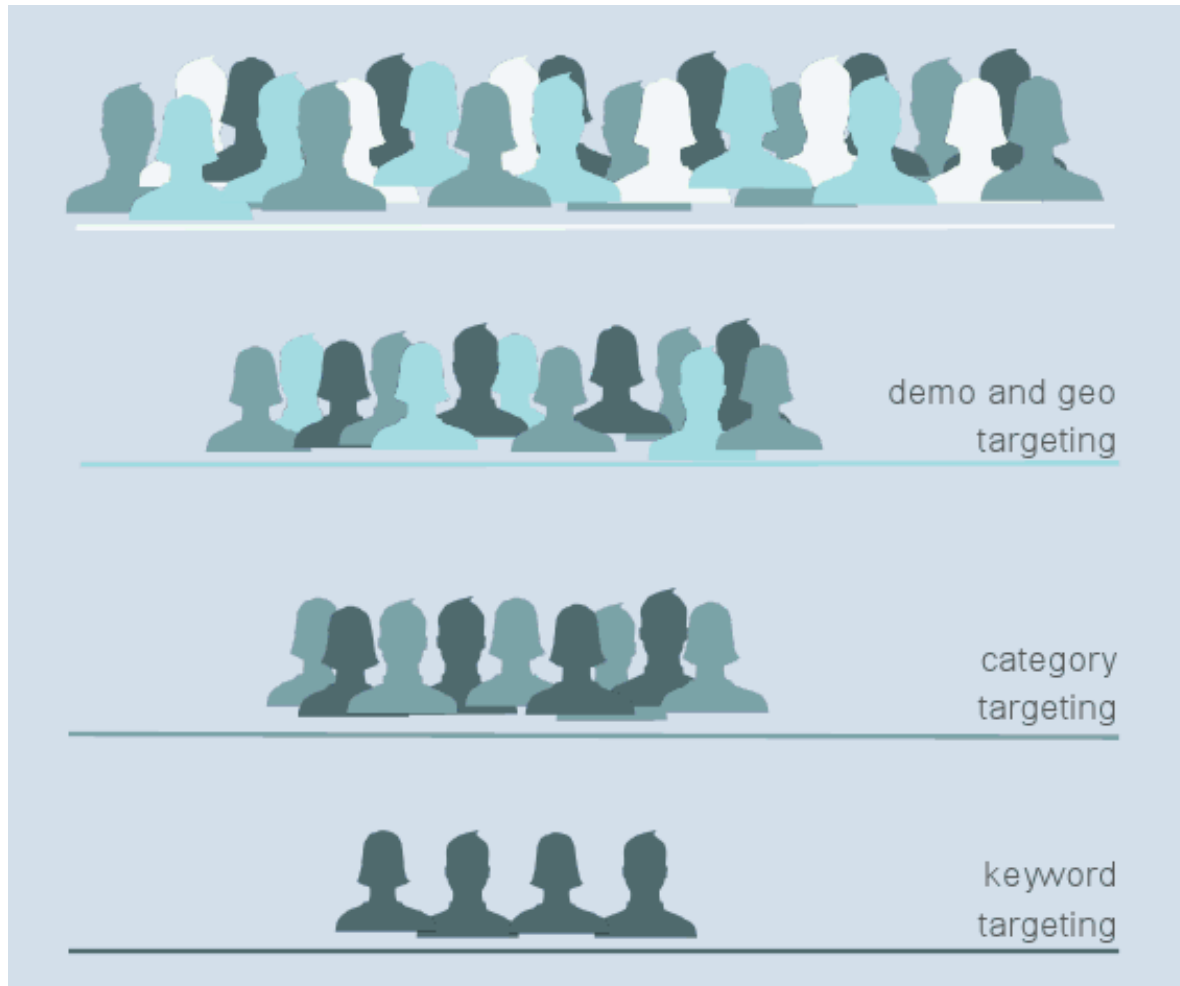
Send users to your Timeline, event or app.

Title: The Auto Gallery Porsche [?] 11 characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Reach the right people



From all of Facebook



To people in
your geographic area



To fans in your
target market based on
age, sex, education, etc.



To people who
specifically like your
topic.

Targeting your ad

Location

Country: [?]

United States x

☒ Everywhere

☐ By State/Province [?]

☐ By City [?]

Target by city; expand your reach by including cities within up to 50 miles.

Demographics

Age: [?]

18



-

Any



Age range should be defined by your campaign goals.



Require exact age match [?]

Sex: [?]



All



Men



Women

Targeting your ad

Narrow your field even further by adding likes and interests.

Take advantage of Facebook's suggestions to reach more potential customers.

Interests

Precise Interests: [?]

Porsche ✕

Suggested Likes & Interests

☐ Ferrari

☐ Audi

☐ Bmw

☐ Aston Martin

☐ Lamborghini

☐ Mercedesbenz

Same ad, different audience

Need a study break? x	Bring Your Kids x	New Flavors x
		
The Little Yogurt Shoppe is now open until midnight. Swing by after 9pm and we'll throw in a free topping!	The Little Yogurt Shoppe is the perfect place for playdates! Stop by and get free sprinkles on all kid sizes.	The Little Yogurt Shoppe is mixing a special batch of Strawberry Shortcake ice cream this week. Stop by for a free sample.
David Nguyen likes this.	David Nguyen likes this.	David Nguyen likes this.
 Like	 Like	 Like

Target: Students, through discounts and late hours.

Target: Parents who live in the same city as the store.

Target: Customers who live within 10 miles of the store.

Bidding for ads

Pricing

☒ Pay for Impressions (CPM)

☐ Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per 1000 impressions? (min 0.02 USD) [?]

1.33

Suggested Bid: 1.01 - 1.83 USD

Facebook will sell you the ad for less than your max bid if it can.

Bid the maximum or slightly higher to give your ad the best chance of winning.

Tracking your ad

Connections took an action on your page after viewing your ad, such as becoming a fan.

Clicks are the total number of people who clicked on your ad.

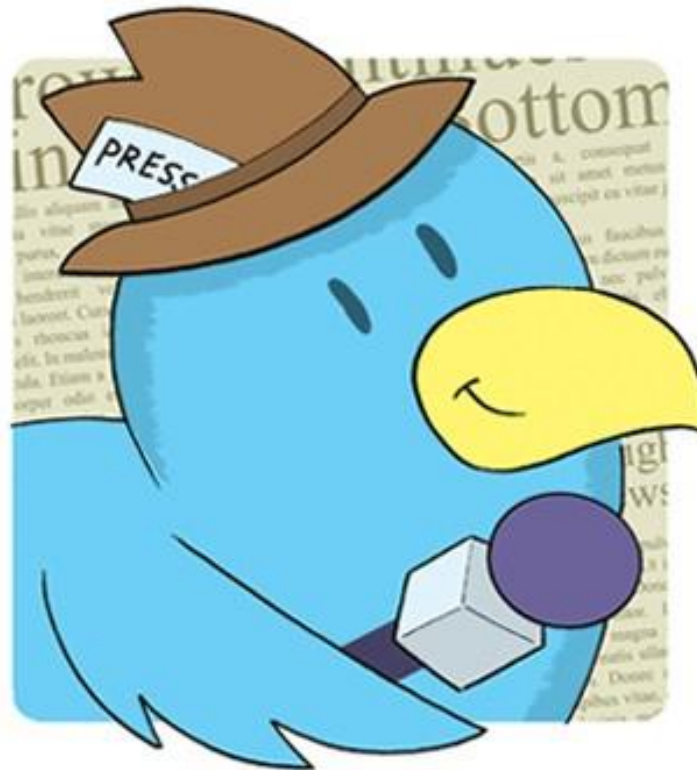
Campaign Reach ?	Frequency ?	Social Reach ?	Connections ?	Clicks ?	CTR ?	Spent ?
90,585	8.2	32.3%	177	780	0.104%	\$368.27

<input type="checkbox"/>	Name	Reach ?	Freq. ?	Social Reach ?	Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
<input type="checkbox"/>	Fan Page 1	82,323	5.6	44.1%	153	539	0.118%	\$1.78 CPC	\$0.42 CPC
<input type="checkbox"/>	Fan Page 2	37,447	2.6	21.6%	18	90	0.094%	\$1.82 CPC	\$0.60 CPC
<input type="checkbox"/>	New Customers 1	26,876	2.2	35.4%	6	49	0.081%	\$1.82 CPC	\$0.59 CPC
<input type="checkbox"/>	20-30 Men	1,374	1.2	0	0	0	0.000%	\$1.82 CPC	\$0.00 CPC

Click-through rate is the % of people who clicked on your ad.
Industry standard is 0.1%

You'll often pay less than your max bid.

Twitter for media relations



Twitter for media relations

- **Words of caution**

- Twitter is as public as you can get.
- Beware of using it too much as each journalist can see exactly who else you're trying to pitch.
- This can turn them off if they suspect the news will be everywhere anyway.

- **Set up lists of priority reporters and news outlets**

- Separate audiences for separate messages.
- Aim for retweets (leave room for your own handle).
- Twitter will not be your primary source of media relations, but it can be a great compliment.

Twitter for media relations

Example



Send Individual Tweets:

- Address the message to a specific news outlet or reporter.
- This serves as a social media “pitch,” informing them of your news.
- But the primary goal is for them to retweet the message to their followers.

Twitter for media relations

Example



Retweet



Send Individual Tweets:

- Address the message to a specific news outlet or reporter.
- This serves as a social media “pitch,” informing them of your news.
- But the primary goal is for them to retweet the message to their followers.

Reaches:

- Additional 2,337 people on Twitter who follow Jim Brunner.
- *This is our target audience!*
- Network effect → when they share, our tweet reaches friends of friends.

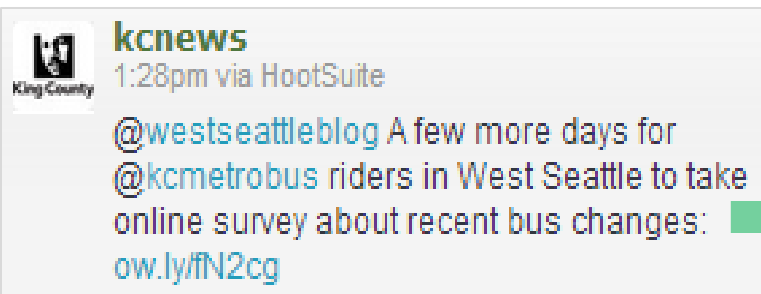
Twitter for media relations

Original

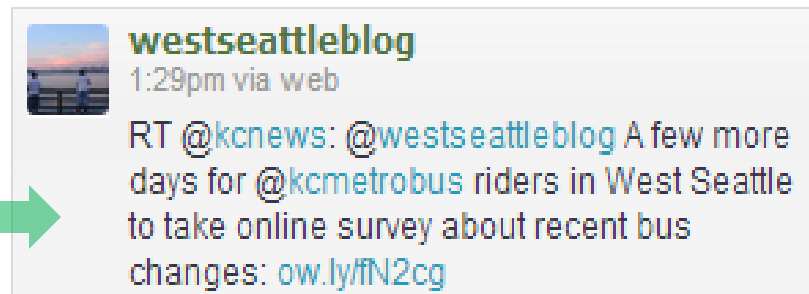


Twitter for media relations

Original



Retweet




West Seattle Blog retweeted this within 60 seconds and reached the specific audience for this message.


- Additional 16K followers!


Twitter for media relations

Original

 **kcnews**
1:28pm via HootSuite
[@westseattleblog](#) A few more days for
[@kcmetrobus](#) riders in West Seattle to take
online survey about recent bus changes:
[ow.ly/fN2cg](#)


Retweet

 **westseattleblog**
1:29pm via web
RT [@kcnews](#): [@westseattleblog](#) A few more
days for [@kcmetrobus](#) riders in West Seattle
to take online survey about recent bus
changes: [ow.ly/fN2cg](#)


 **kcnews**
Dec 21, 10:25am via HootSuite
[@KIRO7Seattle](#) A look back at King County's
top 12 stories of 2012 as chosen by [@kcexec](#)
Dow Constantine: [ow.ly/gig4Y](#)


Twitter for media relations

Original

 **kcnews**
1:28pm via HootSuite
[@westseattleblog](#) A few more days for
[@kcmetrobus](#) riders in West Seattle to take
online survey about recent bus changes:
[ow.ly/fN2cg](#)

Retweet

 **westseattleblog**
1:29pm via web
RT [@kcnews](#): [@westseattleblog](#) A few more
days for [@kcmetrobus](#) riders in West Seattle
to take online survey about recent bus
changes: [ow.ly/fN2cg](#)

 **kcnews**
Dec 21, 10:25am via HootSuite
[@KIRO7Seattle](#) A look back at King County's
top 12 stories of 2012 as chosen by [@kcexec](#)
Dow Constantine: [ow.ly/gig4Y](#)

 **KIRO7Seattle**
Dec 21, 10:37am via HootSuite
RT [@kcnews](#): [@KIRO7Seattle](#) A look back at
King County's top 12 stories of 2012 as
chosen by [@kcexec](#) Dow Constantine:
[ow.ly/gig4Y](#)

KIRO 7 retweeted in 12 minutes and reached 28K additional followers.

Twitter for customer service



Cory Booker ✓

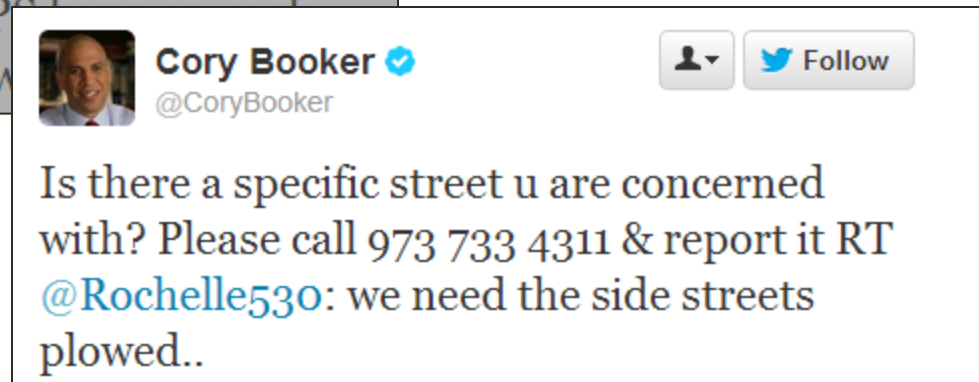
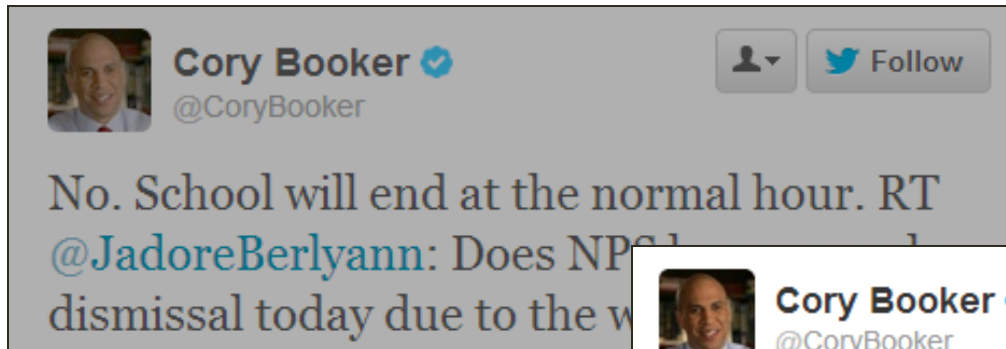
@CoryBooker



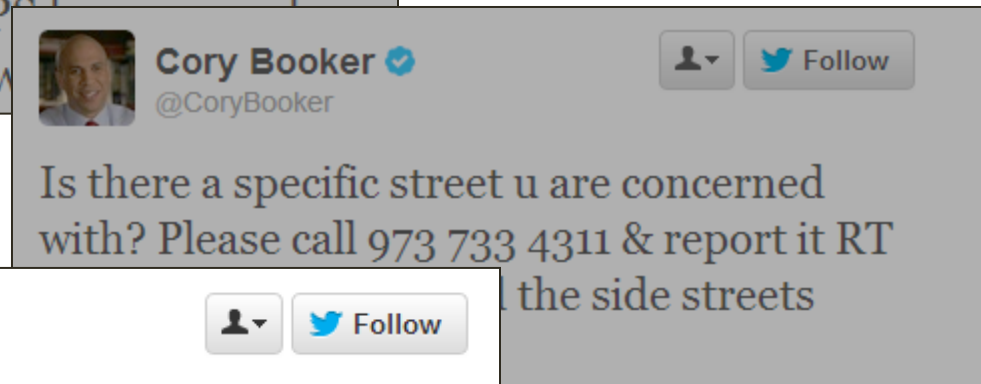
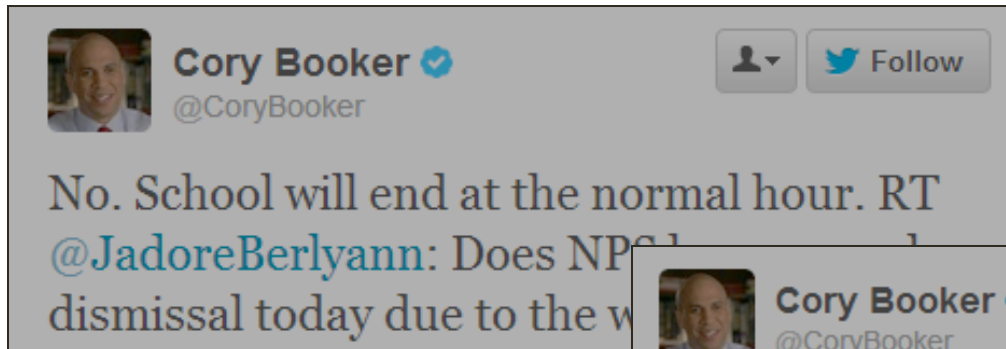
Follow

No. School will end at the normal hour. RT
[@JadoreBerlyann](#): Does NPS have an early
dismissal today due to the weather?

Twitter for customer service



Twitter for customer service



Resources

- Facebook – [Page Insights Guide](#) (PDF)
- Out-Smarts Marketing – [Facebook Insights Explained](#)
- Mashable – [6 Posts That Build Engagement on Facebook](#)
- Jeff Bullas – [10 Tips for Facebook Engagement](#)
- State of the Media – [What Facebook & Twitter Mean for News](#)
- Desk.com – [How Twitter is Changing Customer Service](#)
- Forbes – [Twitter: A New Age for Customer Service](#)

Assignment #4 – Facebook Ads

- Write a 1-page ads report (10 points)
 - Using Facebook Ads, pick an organization (could be your own) and provide an ad strategy.
 - Identify your target audiences and briefly explain why you are reaching them.
 - Use targeting, promoted posts and sponsored stories to message these key audiences.
- What strategies would you recommend with \$1,000 a month for a year and \$20/day for 10 days.
- Provide analysis for why you made your decisions.
- **Due prior to class 2/27 – week 8**